



*THE QUEST OF  
THE BEAUTIFUL*



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FORT NEW AMSTERDAM



(NEW YORK), 1651

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Because it has been said  
"Ever'thing comes t' him who waits  
Except a loaned book."

# THE QUEST OF THE BEAUTIFUL



*Elizabeth Arden*

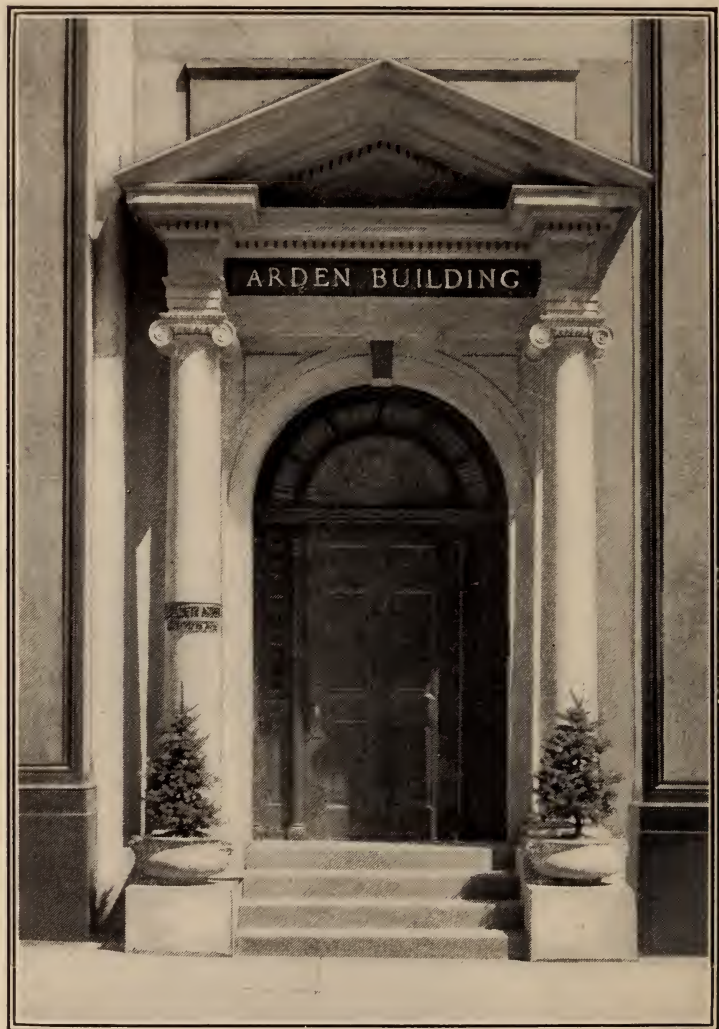
*673 Fifth Avenue, New York*

*London*

*25 Old Bond St., W. 1.*

*Paris*

*2 rue de la Paix*



*The Elizabeth Arden Doorway, 673 Fifth Avenue, New York*  
(Copyright 1928, Elizabeth Arden)

AVERY  
DURST



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# The Quest of The Beautiful

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**T**HE desire to be beautiful is older and stronger than the desire to be either modest or comfortable. Witness Eve, and her lovely elder sister, Lilith. Lilith and her beauty are a legend we would not be without; she is the glowing mystery that lies back of the beginning of the race. Lilith without beauty would be life without meaning, stars without light.

Eve, we feel, must have been beautiful or that lovely lost garden "east of the sun and west of the moon" would not have evolved her as its crowning glory. Envious, creeping Wisdom gliding along the apple branch to drive out beauty, so that men might care only for knowledge, would not have found her worthy of his hate.

Beauty is the shimmering, high answer to the deep hunger of mortals; beauty of living, beauty that is mystery and poetry and faith, beauty of line and color.

## *The Garden of a Woman's Beauty*

And like a garden is the beauty of woman. Tended, it sings with glory; one catches his breath at the sight of it, he becomes a poet, and life a poem. Neglected, weeds creep in, and not only is the garden no longer a romance and a delight, but one grieves over it—that a

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rose should have a weed choking out its beauty—that lovely eyes should be marred by lines, a charming mouth by a double chin or a “scraggly” throat beneath.

Your face is more nearly you than anything else in your whole personality. Your clothes may belie you, your body deny your soul, but your face exposes you.

You may have been born without beauty, but the woman does not live who cannot be made pleasant to look upon. Your thought, your impulse, your courage, your whole way of thinking and living are in your face.

And your intelligence is reflected by the condition of the face, the care you give to it, and to whatever charm you have.

Everything should be done to enhance the face, but the moment you step over enhancement, the effect is grotesque. Artificiality is beauty bankruptcy. It is better to have an ugly face than an artificial one.

### *Elizabeth Arden's*

### *Muscle-Strapping Skin-Toning Method*

My Muscle-Strapping Skin-Toning method not only builds and protects every external of the beauty of woman, but it goes to the very roots with corrective exercises, teaching all women how to set free the sources of nerves, so that the glands throughout the body send out food instead of poison, how to keep the organs in correct position, how to eliminate poisons, and how to militate against those deposits which bring on age—time does not age, wrong or ignorant living is alone responsible for the wearing out of people.

On Fifth Avenue in New York is the original home of



*The Elizabeth Arden Salon at 2 rue de la Paix is in the very heart of fashionable Paris*

the Arden Treatments, the *Elizabeth Arden Salon*, a rendezvous of prominent society and stage beauties of New York.

In Chicago, Washington, Detroit, Boston, Philadelphia, San Francisco and Los Angeles, in Newport, Palm

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Beach, Atlantic City and Southampton, there are other *Salons*—room after room occupied every moment of the day. Even in Paris, in London, in Biarritz and Cannes, there are Elizabeth Arden Salons, where the famous Muscle-Strapping Skin-Toning Treatment is given just as it is in the *Salon* in New York.

This great organization has not grown simply through making beautiful women more beautiful, though they form a large percentage of my clientele, because women who possess beauty have learned the value of it.

But it is the intelligent, observing woman not born with beauty who has helped me to spread this creative work over two continents.

To take a woman who has not been awake to her possibilities of beauty and make of her a lovely, glowing creature, *aware of herself*, is not just cultivating the beauty of that woman.

It is changing her whole life.

Beauty is power. It opens doors that nothing else can open. It lets one out of the prison that shyness, awkwardness, self-consciousness build about one. It opens locked doors into romance, love, depth of living.

Much experience has taught me that only a small percentage of women will give half an hour a day to the care of their skin, but if they would give fifteen minutes a day as faithfully as they eat, or brush their teeth, the results would be generous beyond belief.







*The Elizabeth Arden Salon at 25 Old Bond Street, London*

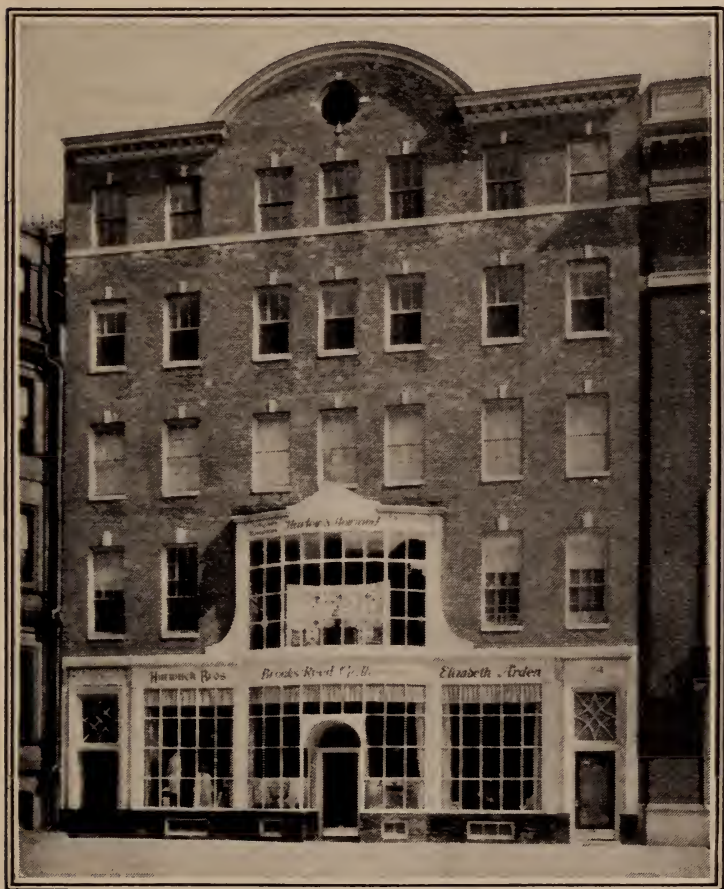
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## *Will You Do Three Things for Loveliness?*

Three fundamental things, to keep your skin fair and smooth, to keep the curves of face and neck firm and young? Elizabeth Arden's Muscle-Strapping Skin-Toning method does such miracles of good for the skin. The wonderful treatments given in her famous Salons are based on *Cleansing, Nourishing, Toning and Tightening*. If you will do these three things at home according to Elizabeth Arden's scientific method—faithfully, thoughtfully, morning-and-nightly!—you can have the loveliest skin that ever blossomed.

Elizabeth Arden does not sanction the use of massage. Muscle-Strapping Skin-Toning—molding of the facial muscles by clever scientific manipulation—is perhaps her greatest contribution to the science of skin-treatment. It consists of smart rapid patting following the line of muscles of face and neck. The patting is always upward, to lift the muscles and overcome their natural tendency to droop and sag. It is done tellingly, to stimulate circulation and increase the functional activities of the tissues. The muscles of cheeks, throat and neck are molded with skilful fingers to preserve and restore the firm round contours of youth. And with Muscle-Strapping Skin-Toning, creams and lotions are used to *Cleanse, Nourish and Tone* the skin.

Science has banished the gloomy medieval outlook on life. Instead of living with our eyes on the grave, we live for beautiful things. We want life to be beautiful, and happy, and long. And it *can* be. Ugliness, scrawniness, sallowness need no longer be tolerated!



*The Elizabeth Arden Building at 24 Newbury Street, Boston*

### *The Arden Venetian Preparations*

The Arden Venetian Preparations are made in Elizabeth Arden's own laboratories and under her own

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watchful supervision. The formulas are those which Elizabeth Arden has developed during her many years of experience as a specialist in skin treatment. The ingredients are the purest, the most delicate oils, the rarest unguents. Each Preparation is compounded for some specific need of the skin. Elizabeth Arden was probably the first authority to condemn the use of an all-purpose cream and to develop her complete group of specialized Preparations to fulfill every need and to correct every fault of the skin.

Elizabeth Arden considers it of the greatest importance that her Preparations be correctly chosen and her method correctly applied. To this end, every assistant in her Salons is trained under Elizabeth Arden's personal supervision. Follow carefully the instructions for the use of each Preparation, so that you may receive fullest benefit from its use.

If after reading general directions, you wish personal advice on the care of your skin and further instructions in the use of any of the Venetian Preparations, write to Elizabeth Arden outlining your requirements. Miss Arden delights to correspond with women and to help them. She will answer your inquiry by personal letter, and give freely of her knowledge to outline the scientific treatment for your skin.

### *The Bedtime Treatment*

At night the skin must be cleansed of all secretions and freed of powder and dust that clog the pores. Make a small firm pad of absorbent cotton, squeezed out of cold water, dip in *Ardena Skin Tonic*, add a little *Cleansing Cream* and "wash" the face and neck thor-





*The Elizabeth Arden Building at 70 East Walton Place, Chicago*

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oughly, always with an upward movement. Wipe off with *Cleansing Tissues*.

If the muscles are flaccid, if the cheeks are sagging and the throat soft and loose, use *Special Astringent*. Make another firm pad of absorbent cotton, squeezed out of cold water, wet with *Special Astringent* and pat with this splendid rejuvenating lotion for five minutes. Use the *Arden Patter* to make the patting effective. Dry with *Cleansing Tissues*.

Now pat in *Orange Skin Food*, using the fingers with firm, upward strokes, lifting, molding, with every quick pat. Over the *Orange Skin Food* apply *Muscle Oil*, if the face is thin or lined. Use *Muscle Oil* generously along deep wrinkles and in hollows in the neck, about the eyes and forehead, and in front of the ears. Pat the cream and oil well into the skin. Leave a little *Skin Food* and *Muscle Oil* on the skin to be absorbed during the night by the stimulated tissues.

For a full face, use *Velva Cream* instead of *Orange Skin Food*. *Velva Cream* softens and smooths the skin without fattening.

One cannot over-emphasize the importance of this nightly treatment. You will soon begin to notice a great improvement in your skin. Lines will disappear. The epidermis is constantly being renewed by the growth of new cells and the shedding of old ones. Daily patting quickens the natural process and preserves and restores the radiant freshness of your skin, at the same time keeping it healthy and young.

These are but very general directions for the fortunate few with average normal skin. Write for personal advice if you need anything beyond this.

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## The Morning Treatment

Make a firm pad of absorbent cotton, squeezed out of cold water, dip in *Ardena Skin Tonic*, add a little *Cleansing Cream* and with this "wash" the face and neck. Always apply with an upward movement—never to encourage the tissues in their downward sagging. Dry the face with *Cleansing Tissues*.

The *Cleansing Cream* and the patting with *Ardena Skin Tonic* awaken the tissues to normal, healthy functioning.

Now pat on *Velva Cream*, if the face is full; or *Orange Skin Food*, if the skin needs to be filled out. Pat with the fingers for five or ten minutes and then remove with *Cleansing Tissues*.

Make a firm pad of absorbent cotton squeezed out of cold water. Saturate with *Ardena Skin Tonic*, flop over the entire face and neck to wet the skin thoroughly. Pat gently with pad or *Patter* for a few minutes, then quickly smooth a piece of ice, swathed in cotton, over the face. Wet the face with *Skin Tonic* again and dry with *Cleansing Tissues*.

Next apply *Lille Lotion* to protect the skin. Moisten a pad of absorbent cotton first in cold water (or *Skin Tonic*), then dip in *Lille Lotion*. Pat on very lightly, smooth off with *Cleansing Tissues* as if using a blotter, and blend carefully with fingers. If *Lille Lotion* is too thick, dilute with *Ardena Skin Tonic*.

If you prefer a cream as a powder foundation, use *Amoretta Cream* or *Crème de France*.

If too pale, dip a little *Rose Color* on a moistened pad

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of absorbent cotton. Apply it to the cheeks and tip of ears, blending it carefully.

Lightly apply the powder selected for your coloring, after which brush the eyebrows and eyelashes carefully. Use a little *Venetian Lip Paste*, if necessary, *Eye Sha-Do* to elongate the eyes, and *Venetian Cosmetique* for the eyelashes.

All these Preparations are described, with careful directions for their use, in the pages of this book. Begin today to give your skin this systematic scientific care. In a few days you will notice a marked improvement in its texture and tone. Lines will disappear. Color will come and go. Your skin will grow younger.

### *Veins*

If you are troubled with broken or inflamed veins on the face, care for these areas of your skin very gently. Avoid hard patting or any harsh treatment. Do not apply ice, or any strong bleaches or strong astringent preparations, over those parts. Reduce your meat diet and avoid hot drinks and stimulating and spiced foods. Use *Velva Cream* for a soothing and refining treatment of the skin where these veins appear.





*A well chosen group of Preparations*

### **The Essential Preparations for Cleansing**

**VENETIAN CLEANSING CREAM.** A light feathery cream that liquefies quickly with the warmth of the skin and penetrates the depth of the pores where it dissolves and dislodges impurities. It rids the skin of accumulated dust, powder and excretions. Begin every treatment of the skin with a generous application of *Cleansing Cream*. Smooth it freely over the face and neck, allowing it to soften into the pores. It cleanses the skin thoroughly, keeps it fine-grained and supple, and does not stretch the skin. *Cleansing Cream* should be used as often as you find it necessary to cleanse, especially in the morning and night treatments.

To apply *Cleansing Cream*, moisten a pad of absorbent

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cotton in cold water, dip in *Ardena Skin Tonic*, add a little *Cleansing Cream* and cleanse with an upward motion. Turn over the pad, and repeat the process with fresh *Cleansing Cream*. This combination of *Cleansing Cream* and *Skin Tonic* is far more soothing than soap and water for cleansing the face and preserving its softness and texture. \$1, \$2, half-pound pot \$3, pound pot \$6.

### For Toning, Whitening and Firming the Skin

VENETIAN ARDENA SKIN TONIC. A tonic and mild astringent. Use with and after *Cleansing Cream* in the night and morning treatment of the skin for clearing, firming and lightening the skin and bringing new life and fervor to every cell. Its astringency, combined with brisk patting, serves to tone and firm the muscles under the skin and to keep the tissues active and healthy. Pat *Ardena Skin Tonic* briskly on the face and neck after cleansing to stimulate circulation and bring a vivid glow of natural color to the cheeks. The daily use of this treatment will clarify and brighten the most faded and sallow skin. A pad of absorbent cotton moistened with *Ardena Skin Tonic* placed over the eyes is especially invigorating and soothing to tired eyes and the muscles around them. 85c., \$2, \$3.75, one-half gallon \$9, gallon \$15.

### Elizabeth Arden's Specially Prepared Cleansing Tissues

VENETIAN CLEANSING TISSUES. Softest silky tissues, unusually absorbent. Elizabeth Arden uses them in her Salon Treatments and recommends them for use at home, to remove excess cream, instead of harsh towels that stretch the skin. Their delicate texture cannot stretch nor irritate the most sensitive skin. Not only are they sanitary and convenient, but being so inexpensive they should always be at hand to save laundry and the discoloration of towels from cosmetics. They are ideal when visiting or traveling. Roll 40c. Large box of four rolls \$1.50; large package \$2.25.



*An indispensable combination for toning and building relaxed tissues*

### For Nourishing the Skin

**VENETIAN ORANGE SKIN FOOD.** The best deep tissue builder. It brings to the skin just those nutritive elements that it needs and in so delicate a form as to be easily assimilated by the cells. It rebuilds impoverished tissues, strengthens and firms the flaccid, sagging muscles of the face. By nourishing the skin, it keeps the face smooth and round and gives the complexion that desirable well-cared-for look. *Orange Skin Food* is splendid to prevent wrinkles and flabbiness; it fills out hollows by restoring the fullness and firmness of the underlying tissues; it is excellent for a thin or lined face. It is one of the

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essential Preparations for the daily care of the skin according to the Elizabeth Arden method. Apply *Orange Skin Food* liberally, patting it in with the cushion part of the fingers. *Muscle Oil* should be applied over the *Orange Skin Food* on lines and wrinkles. \$1, \$1.75, \$2.75, half-pound pot \$4.25, pound pot \$8.

### For Smoothing Without Fattening

ARDENA VELVA CREAM. A delicate cream made especially for a full face. It will not fatten the tissues, but it keeps the skin smooth and healthy. *Velva* is an exquisite cream, suited for those super-sensitive skins which rebel against treatment with other creams. It keeps the skin soft and fine-textured—velvety! Pat it gently on the face and neck after cleansing. Many women achieve gratifying results by using *Orange Skin Food* at night and *Velva* in the morning treatment of the skin. *Orange Skin Food* rounds the face and fills out wrinkles; *Velva* smooths and refines without fattening, and so the two comprise a perfect “balanced diet” especially to be recommended for the average, normal skin. \$1, \$2, half-pound pot \$3, pound pot \$6.

### To Remove Lines and Wrinkles

VENETIAN MUSCLE OIL. A rich stimulating oil for removing wrinkles and restoring the virility of the facial muscles, whether the faded or lined condition of the face is caused by illness, worry or advancing years. This penetrating oil helps to build up sunken features, to soften lines and wrinkles about the mouth and eyes, and to firm and strengthen the entire face. The Arden Muscle-Strapping Skin-Toning method gently incites the impoverished muscles to absorb the *Muscle Oil*. Apply over *Orange Skin Food* or *Velva Cream*, patting the Preparations on the lines and wrinkles as well as on the principal muscles. \$1, \$2.50, \$4, \$14.



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## For Afternoon Treatment and Quick Removal of Wrinkles

VENETIAN ANTI-WRINKLE CREAM. Specially adapted for an afternoon treatment or a quick treatment before going out at night—to remove that tired look. *Anti-Wrinkle Cream* may be left on the face for half an hour when resting. It contains both astringent ingredients and rich active oils, which help eradicate lines and wrinkles, at the same time softening and smoothing the skin. Its mellow richness comes from the egg of which it is made. Cleanse the face, pat with *Skin Tonic*, smooth on *Anti-Wrinkle Cream*—rest. You will wake up refreshed and lovely with every trace of fatigue gone from the face. Because of its astringent property, *Anti-Wrinkle Cream* should not be left on the skin over night as a “night cream.” \$2, \$3.50.

## To Tighten Loose Skin and Flabby Tissues and Restore the Contour

VENETIAN SPECIAL ASTRINGENT. A compound of astringent essences extracted from rare imported herbs. Its purpose is to tighten the skin and restore its youthful elasticity. It firms and tones loose skin and flabby tissues, and braces drooping muscles, wonderfully improving the contour. It corrects a relaxed chin and throat, reduces puffiness under the eyes. Its use is especially important while reducing, as it tones and braces the looseness of the skin. *Special Astringent* gives new life to aging faces on which the flesh is relaxed or sunken. It should be used once a day, patted briskly into the skin after cleansing, using a moistened pad of absorbent cotton or the delightful *Arden Patter*. Always apply *Orange Skin Food* or *Velva* after *Special Astringent* to keep the skin moist. *Special Astringent* is the ideal Preparation for the wonderful Arden “tie-up” treatment for moulding the contour. Always remove the *Astringent* “tie-up” pads within ten minutes. \$2.25, \$4, 22 oz. \$10, half-gallon \$20, gallon \$35.

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### For Patting Without Effort

ARDEN VENETIAN PATTTER. An ingenious device invaluable for Home Treatment when following the Arden Muscle-Strapping Skin-Toning Method. A round, flat *Patter*, with that unique flexibility of handle which gives the accurate patting strokes the same telling resiliency that makes the skilled fingers of an Arden expert so effectual. To apply *Ardena Skin Tonic* and *Special Astringent* correctly, use an *Arden Patter* in your Home Treatment. Wrap a moistened pad of absorbent cotton over the round *Patter*, fasten it with a rubber band; dip in *Skin Tonic* or *Special Astringent*, pat with an upward movement following the line of facial muscles. The *Patter* will be found wonderfully helpful in removing a double chin, firming up flaccid tissues and relaxed muscles. Its use stimulates the circulation, quickens the life and loveliness of the complexion and hastens the removal of waste matter which causes eruptions. The *Arden Patter* enables the patting to be done correctly and with the least effort. \$5.

### For a Home Treatment

VENETIAN ARDEN MASQUE. Once or twice a week the skin should be purified and awakened by the use of this wonderful corrective. It is the only substitute which can approach one of Elizabeth Arden's expert Salon Treatments. It is especially beneficial for oiliness and eruptions. It stimulates the circulation, freeing the skin of poisons which cause eruptions. It firms the underlying muscles, strengthens and smooths the contour, corrects wrinkles and flaccidity. If your skin shows the effects of neglect, of relaxed condition, or the "wilted" look of fatigue, brace and tone it with this wonderful rejuvenating treatment. It revives the weariest tissues. Jar, sufficient for at least six treatments, \$5.

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## Blackhead Treatment

**VENETIAN BEAUTY SACHETS.** Little bags of fragrant medicated ingredients that soften the pores and draw blackheads to the surface. *Beauty Sachets* make it possible to remove these ugly blemishes without bruising the cells and leaving a permanent open pore to mar the skin. This is the treatment for blackheads which Elizabeth Arden gives in her famous Salons: Cleanse the face thoroughly with *Cleansing Cream* and *Skin Tonic*. Steep a *Beauty Sachet* in hot water or milk, hold the little bag over the blackheads for several minutes. When the skin is quite soft, cover the fingertips with *Cleansing Tissue* or fresh absorbent cotton, and gently press the skin. The blackhead will come out with the very gentlest touch. Now pat the spot with *Special Astringent*, apply *Pore Cream*, leaving it on for an hour or more. Box of *Beauty Sachets*, \$1.50, \$2.75.

## Coarse Pores and Eruptions

**VENETIAN PORE CREAM.** One of the most successful and important of the Elizabeth Arden Preparations. It is a greaseless astringent cream which contracts distended pores, corrects their laxness and refines the coarsest skin. If pores remain enlarged, they soon become unsightly. This scientific preparation tones and invigorates the cells, reduces the pores by reviving their normal health, and restores the satiny texture of the skin. Cleanse the skin (removing any blackheads by the method given above), then smooth *Pore Cream* on the skin where the pores are enlarged. Leave it on for an hour or, better still, plan to apply it at bedtime and leave it on overnight. \$1, \$2.50.

## For Pimples, Spots and Other Eruptions

✓ **VENETIAN HEALING CREAM.** A healing and remedial cream to be used for pimples, eruptions, acne, eczema and other blemishes on the skin. Apply with absorbent cotton over the affected spots, as soon as they appear. It soothes and heals

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infected tissues, whitens an inflamed skin. Excellent as a cream for an afternoon treatment at home, when the skin is marred by blemishes. \$1.25.

✓ VENETIAN ACNE LOTION. An antiseptic healing lotion to free the skin of pimples, spots and other eruptions. It scatters congestion in the skin, dries the excess excretions of the infected cells. Keep a bottle on hand and apply it liberally to the spot as soon as a pimple begins to gather under the skin. Use as a powder foundation over the affected skin. \$1.25.

VENETIAN CRÈME MYSTIQUE. To conceal blemishes and redness and to cover the "shine" of the nose. This cream remains on the surface to form a perfect flesh-colored film over the offending spot. Such a tiny bit is required, only as much as the warmth of the fingertip will convey. Dust lightly with powder, and the complexion will present a smooth, flawless appearance. The Preparation comes in a small flat box, easily carried in the purse. *Crème Mystique* is a clever temporary expedient; but do not be content to cover blemishes. Prevent and remove them by keeping the skin healthy and young by correct daily care. 75c.

### For Whitening the Skin

VENETIAN BLEACHINE CREAM. A mild bleach and a soothing, emollient cream in one. Made of fresh lemons. An indispensable preparation for every woman. *Bleachine* should be applied at least once a week on the face and neck to keep the skin white, and on the hands every night to relieve redness, roughness, tan and discoloration. \$1.25.

ARDENA BLEACH CREAM. Will diminish or remove tan, freckles, collar marks and other discolorations from the face, neck and hands. It should be smoothed lightly over the skin—never rubbed into it—and left over night. In the case of a tender or acid skin allow the cream to remain for a short time





*A group of Preparations for the protection of the skin*

only, as the process of bleaching may irritate such a skin. Afterward pat the skin with Velva Cream. Ardena Bleach Cream should not be applied on an inflamed or irritated skin. \$1.50.

**VENETIAN ANTI-BROWN SPOT OINTMENT.** A creamy tingling ointment which is smoothed on the face in the form of a mask, after the skin has been thoroughly cleansed, toned and nourished. It rejuvenates the tissues amazingly, stimulates the circulation through every muscle of the face and neck, galvanizes every torpid cell. But most important, it is helpful in erasing marks of tan and sallowness, moth patches and liver

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spots and those discolorations that betray an acid condition of the blood. First coat the skin thickly with *Orange Skin Food*. Then apply the *Anti-Brown Spot Ointment* on the area to be bleached, avoiding the lips and eyes. Leave on from 3 to 10 minutes, depending on the sensitiveness of the skin. After removing the *Ointment* with *Muscle Oil*, pat in *Orange Skin Food* generously and finish with *Ardena Skin Tonic*. *Anti-Brown Spot Ointment* is put up in a jar containing enough for twelve treatments. \$5. Smaller jar, \$2.50.

### Foundation Preparations Which Protect the Complexion

CREAM AMORETTA. A delightfully soft, fragrant cream, light, delicate, vanishing, perfumed with the scent of the Trailing Arbutus. Smooth it evenly over the skin, leaving only a flattering film of protection on the face and neck. It is an excellent preventive of roughness and chapping in winter, and of tan and sunburn in the summer. *Amoretta* gives an attractive bloom to the skin, and serves as a lasting and becoming powder foundation. Apply it always before motoring or partaking of outdoor sports. \$1, \$2.

CREAM ULTRA-AMORETTA. *Amoretta* plus another delicate oil, making the preparation more useful to a dry skin. It is an excellent "nose cream" to prevent shine or dry peeling. It holds powder on the face and protects the complexion from drying winds and sun. *Ultra-Amoretta* has proved an excellent preparation as a base for theatrical make-up. It preserves and softens the skin; at the same time, prevents the absorption of cosmetics by the skin and assures their prompt and easy removal. *White* and *Special Rachel*. \$1, \$2.

CRÈME de FRANCE. A soothing, protecting cream for the average skin, and especially good for a dry one. Melting, vanishing, fragrant—it prevents that dry roughness and burning that follow exposure to sun and cold. It smooths away

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those spots of flake and scale that often mar a complexion wanting in natural oils. Blend in the palm of the hand with a few drops of *Ardena Skin Tonic* or *Lille Lotion*; smooth over face and neck, wipe off with *Cleansing Tissues*. Apply under powder before going out, to protect the skin and make powder adhere. Tube, \$1.25.

**VENETIAN WATERPROOF CREAM.** A light, fluffy cream, pearly in color. It gives an exquisite dull lustre to neck and arms and is perfect for evening make-up. Being impervious to water it is a splendid protective cream for summertime swimming and gives a velvety finish under powder. \$3.

**VENETIAN LILLE LOTION.** Unlike many injurious liquid powders, *Lille Lotion* is mildly antiseptic and good for the skin. It heals blemishes, acts as an astringent and is a protection against sun, wind and freckling. It is especially beneficial for an oily skin and is a perfect finish for both day and evening, giving the skin an immaculate soft natural finish, very flattering with evening clothes. Use it on the face, neck and arms at night under powder. It does not rub off. Incomparable for protection and the relief of sunburn and freckles. Six shades: *White*, *Cream*, *Naturelle*, *Special Rachel*, *Spanish Rachel* and *Ocre*. \$1.50, \$2.50.

**VENETIAN ULTRA-LILLE LOTION.** Is very effective when an unusually attractive treatment of the skin is desired; when the neck and arms must rival your pearls in dull, exquisite whiteness. It has twice the thickness of *Lille Lotion* (a thicker, creamier lotion), containing sufficient oil to give a soft, smooth texture even to a dry skin, defying the appearance of lines and wrinkles. It is also used for the face. It may be thinned with *Ardena Skin Tonic*. \$2.

### Exquisite Powders

The look of care is the reward not alone of cleanliness and skin health, but also of those final understanding touches that accent charm. What are those final touches? The under-



*The famous Illusion Powder box, Amoretta Rouge and evening powder*

powder cream that makes your skin soft and fine; the clever cosmetic that emphasizes the shadow of your eyes; the rouge that simulates your coloring as it was in the 'teen years, and—most important—the perfect powder. All these exquisite preparations Elizabeth Arden has made for you.

The whole process of refining the skin is wasted if your powder is not right. It must be of the finest possible texture. A pure, fine powder will not only enhance the skin but it will protect it against dust—even soft coal dust!—and prevent impurities from entering the pores.

Cheap, heavily scented powders coarsen the skin and, still



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worse, the appearance of the person. Use only the purest, finest and most delicately perfumed powder, selected to harmonize in color with your skin. The perfume of powder should never be permitted to overshadow the individual perfume selected to suit one's personality. Because face powder is so constantly used, it must be absolutely pure. Only "pure food" colors are used to tint Elizabeth Arden's powders. The immaculate purity of every Arden Preparation protects and promotes the health of your skin.

**VENETIAN FLOWER POWDER.** A powder of absolute purity, finely textured, delicately perfumed. It adheres excellently and never gives the skin that uncomfortable drawn feeling. So smooth it is not apparent on the face; so subtle of tint that every shade of coloring may be easily matched.

*White* (for neck and arms); *Cream* (for a pale olive skin that would look white); *Maréchal Neil* (for blondes); *Naturelle* (a good flesh tint for the average skin); *Rose* (a pinker flesh to enhance sallow cheeks); *Special Rachel* (light brunette); *Spanish Rachel* (dark brunette). \$1.75.

**POUDRE D'ILLUSION.** A lovely pure powder, made for those who demand the extreme of quality. It is just heavy enough—scented vaguely and charmingly. Tints: *Illusion* shade (a peach-like blend), *Rachel*, *Mat Foncé* (a flattering shade for the average skin), *Ocre* (a sunburn shade), *White*, *Minerva* (a warm, natural color), *Banana* (warmer and deeper than *Rachel*), and *Poudre de Lilas* (a mauve shade for evening). \$3.

**VENETIAN POUDRE DE SOIR.** A superfine powder for evening use, of a pearly pink tint, to brighten and enhance the skin. Under artificial light it imparts an attractive brilliancy. In an unusual round French flowered box. \$1.75.

### Rouges

**VENETIAN ROSE COLOR.** A smart liquid rouge, just the right thing to accent the natural color. It gives the cheeks an

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elusive, youthful tint. Being waterproof, it does not rub off; being transparent, it cannot be detected; and it is harmless. Especially adaptable to an oily skin. \$1, \$2.

VENETIAN ROUGE AMORETTA. A beautiful cream rouge that blends easily on the cheeks, giving a natural soft tint impossible to detect as rouge. Good for a dry skin. Wonderfully effective in the evening when a bright vivacious color is desired. It is indelible and waterproof. Four shades: *Light* (ash blonde); *Medium* (fair complexions); *Dark* (dark brunette). \$2.50. Refills, \$1.50.

*American Beauty*, a lovely shade for brunettes, in a heart-shaped box. \$4.

### To Enhance the Lips

VENETIAN LIP PASTE. If the lips are dull, the face is drab and expressionless. *Venetian Lip Paste* imparts a natural color to the lips. Just a tiny bit of it tipped on with the fingers makes the lips uniformly lovely in color. Two shades: *Star* (*Naturelle*, slightly on the brownish cast, good for blonde complexions); *Carnival* (*Deep Red*, for brunettes, may also be used for the cheeks as it adds a beautiful bloom to the darkest skin). In tiny box. 75c.

VENETIAN ARDEN LIP STICK. The original Arden Lip Stick, the favorite of many seasons. Heals and softens the lips, and gives them a fresh youthful color. Gilt case. Two tints: *Light*, *Dark*. \$1.

VENETIAN ARDEN LIP STICK. A new popular lip stick in a smartly chased gilt case, slender, convenient and flattering. Does not easily rub off. Three tints: *Bright*, *Medium*, *Maroon*. \$1.50.

VENETIAN INDELIBLE LIP PENCIL. Irresistibly lovely, an indelible crayon fitted into the slenderest gold pencil-holder with ring attached. It can be worn on a chain or carried in the purse. *Dark* (*quite natural*), *Light* (*vivacious*). \$2.

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VENETIAN INDELIBLE LIP SALVE. A smart cherry salve, especially good for evening. Indelible, flattering. Galalith box. *Light, Dark.* \$1. \$2.

### Compacts

PETITE O-BOY COMPACT (Double). Smart, flat, and convenient, the newest and most useful of compacts. Generous powder and just enough rouge, tucked cleverly together within a round gold case, handsomely chased and as thin as a wafer. A big mirror and two puffs. In combinations for *Blonde, Medium* and *Brunette*, \$2.50. Refills with fresh puffs: Powder, 50c.; Rouge, 35c.

PETITE O-BOY COMPACT (Single). The same chic case, containing just powder or rouge. \$2.50. Refills with fresh puffs. 75c.

VENETIAN PETITE COMPACT. A tiny hammered-gold case, small enough for the daintiest purse, containing powder or rouge. Powder in *White, Naturelle, Illusion, Rachel* or *Ocre Rouge* in *Ash Blonde, Blonde, Titian, Tangerine, Light Brunette, Dark Brunette*, 75c. Refills with fresh puffs, 40c. each.

VENETIAN CARINO COMPACT. A beautiful box of highly polished gold, eminently fitted for an engraved monogram. Inside the box a useful puff and mirror and tablet of powder or rouge. Powder in *White, Naturelle, Illusion*, or *Rachel*, and *Verte Ardena*, (a green shade for a flushed skin). Rouge in *Ash Blonde, Blonde, Titian, Tangerine, Light Brunette, Dark Brunette*. \$1.25. Refills with fresh puffs. 50c. each.

### Beautiful Eyes

When you say to yourself that a woman is "beautiful," is it not generally the impression of her eyes, first, and of her

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smooth contour next? The eyes will tell you how young, how well, how happy she is. If she is not all three, then know that she is extremely clever. She knows the secret of looking young and beautiful, the proper way to treat the muscles around the eyes to maintain their mobility and firmness. Sunken eyes, drooping lids, wrinkles and puffiness under the eyes are the real enemies of beauty. Elizabeth Arden stresses the care of the eyes particularly, and is anxious to advise her clients how to keep the eyes strong, clear and bright, how to keep the skin around the eyes smooth, firm and young. Eyes can be strong and clear and beautiful to the last day of one's life if they are properly cared for. The Arden method of resting, cleansing and exercising the eyes is the result of long research and practise by one of the most famous oculists in the world.

**VENETIAN SPECIAL EYE CREAM.** Rounds out the delicate tissues and muscles around the eyes, helping to eradicate those fine lines that come from strain and neglect. *Eye Cream* should be applied liberally at night under and above the eyes, patting it in gently with the cushion part of the second and third fingers, to firm and tone the relaxed, tired muscles of the eye. Look up as you pat under the eyes. Devote a few minutes to each eye and allow the cream to absorb during the night. At bedtime, when applying *Eye Cream*, mix with it a few drops of *Muscle Oil*. \$1.50.



*Puffy-Eye Strap*

**VENETIAN PUFFY-EYE STRAP.** I suggest putting on the *Puffy-Eye Strap* after following the above treatment. This *Strap* is made of soft rubber and has flexible wire over the nose, which reduces any fullness on either side of the nose. For hollow or sunken eyes use *Eye Cream* under the *Strap*.



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For puffs apply for five minutes pads of cotton saturated with cold water and *Special Astringent*. Afterward, pat in *Velva Cream*. Moving picture actresses have found this appliance invaluable for removing the numerous tiny lines caused by strong lights. \$3.

VENETIAN EYE BANDELETTES. An excellent treatment for dark shadows or tired eyes. Steep an *Eye Bandelette* in hot water or milk and lay it over the eyes for five minutes. Replace the *Bandelette* with absorbent cotton squeezed out of cold water and moistened in *Ardena Skin Tonic*, after which apply *Anti-Wrinkle Cream*. Box of ten *Bandelettes*. \$2.75. Box of five, \$1.50.

VENETIAN SPECIAL EYE LOTION. Use morning and night with an eye-cup to cleanse and tone the eyes. It is advisable also to use it when the eyes are tired and aching, and after motoring and outdoor sports. \$1, \$2.50.

CRYSTALLINE EYE-DROPS. Bring instant relief to inflamed eyes. They remove all irritation and discoloration from the white of the eye, making the eyes bright and clear. For a daily tonic use *Eye Lotion*. \$1.25.

VENETIAN EYELASH GROWER. Beautiful eyes are greatly enhanced by long lashes. Nothing detracts so much from the appearance as a thin growth of eyelashes. This rich ointment tipped on the edge of the lids twice a day will promote a luxuriant growth, \$2.

VENETIAN EYELASH COSMETIQUE. My exclusive importation. Pale eyelashes, even when they are heavy, lack character and distinction, while dark lashes lend mystery and charm to the eyes. This exquisite *Cosmetique* darkens the lashes artistically. Its use may never be detected. (Remove with *Eyelash Grower*.) *Brown, Dark Brown, Black*. Box with brush, \$1.25.

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ARDEN LIQUID COSMETIQUE. Darkens and grooms the lashes, makes them glossy and lovely. Darkens the brows, defining them in a smooth line that is smart and becoming. (Remove with *Eyelash Grower*.) *Dark Brown, Brown and Black*. Bottle with 2 brushes. \$1.00.

VENETIAN EYEBROW PENCIL. A pencilled brow is like an accented word. It "points up" the face. In *Black, Dark Brown, Brown, Blue*. In a smart gold case. 60c.

VENETIAN EYE SHA-DO. "Long, shadowy, interesting eyes" are the most mysterious and compelling feature of the face. To enhance the color and accentuate the depth of the eyes, use this clever and effective *Eye Sha-Do*. It is a soft compact powder that comes in every conceivable shade. Choose the tint which strengthens the color of your eyes: *Blue, Medium, or Dark Blue* for blue eyes; *Dark Brown* for deep, velvety eyes; *Light Brown or Gray Brown* for gray and hazel eyes; *Black* for the darkest eyes that sparkle; *Violet*, for blue or violet eyes. A subtle cosmetic that adds immeasurably to your appearance. \$1.

EYEBROW BRUSH AND EYELASH BRUSH. As further aids there are two dainty little brushes, one for finishing the eyelashes, and the other for the eyebrows. Brushing gives that well-cared-for appearance by keeping each tiny hair smooth, glossy and in a healthy condition. *Eyebrow Brush*, 30c. *Eyelash Brush*, 30c.

SPECIAL TWEEZERS for shaping the eyebrows. Per pair, \$2.50.

### Woman's Crowning Beauty

Hair is Nature's lovely frame for the face. She blends her colors exquisitely—like the great artist that she is. As one grows older the hair loses its lights and luxuriance unless cared for properly. On the other hand, hair will acquire qualities of

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beauty through the right treatment. Don't neglect it, for hair is alive. It needs food, stimulation, exercise, attention, just like every other body cell. And only healthy hair can be beautiful.

**VENETIAN ARDENA HAIR TONIC.** Invigorates the scalp and hair. (No. 1 for an oily condition; No. 2 if the hair is inclined to be dry.) Apply this tonic to the roots of the hair every day to stimulate good circulation and keep the scalp elastic. A healthy condition of the scalp prevents the formation of dandruff, stops falling hair (even in severe chronic cases) and greatly retards premature graying. \$1.50.

**VENETIAN HAIR POMADE.** A concentrated jelly-like ointment with remarkable nutritive and penetrating qualities. It supplies the necessary oil to a dry scalp and promotes activity of the sebaceous glands. It should be rubbed into the scalp the night before the shampoo. Tube, \$1.

**VENETIAN DANDRO.** A scientific dandruff remedy and preventive of baldness. It destroys the dandruff, feeds the hair follicles and encourages new life and growth of the hair. Particularly recommended to men who wish to avoid premature baldness. \$1.50.

### Shampoos

**VENETIAN VELVA SHAMPOO.** A wonderful new shampoo, to be used with almost no water, requires no rinsing at all, dries in just a few minutes, and leaves the hair soft and fluffy. So often the very water with which you shampoo and rinse the hair makes it harsh and brittle. Take *Velva Shampoo* everywhere with you, so that you need never use hard water on your hair. Perfect for traveling and motoring. One bottle contains enough for three shampoos for short hair, or enough for two shampoos for long hair. Directions with every box. Six bottles in a box. \$3.

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**ORDINARY HENNA SHAMPOO POWDER.** An excellent shampoo powder to be used instead of soap; not only cleanses thoroughly, leaving the hair glossy and fluffy, but contains just enough Oriental Henna to bring out the natural color of the hair. Use regularly for shampooing. Three packets for \$1.

**CAMOMILE SHAMPOO POWDER.** A special shampoo for blondes. It brings out the beautiful golden lights and makes the hair alive and fluffy. 50c. per packet.

**GRADUATED HENNA.** Gives the hair rich, auburn tints. May be used as a thin rinse on any shade of hair to brighten it. Should be used in conjunction with the *Ordinary Henna Shampoo Powder*. Directions also in each package for using this as a pack to color the hair. 50c. per packet.

### **Elizabeth Arden's Perfect Chin Strap**

**THE VENETIAN ELASTIC CHIN STRAP.** A small light strap that may be worn during the night to hold the muscles of the face and chin in smooth firm contour. An excellent strap to prevent or correct lines in front of the ears and to lift a drooping mouth. It also corrects the harmful habit of sleeping with the mouth open. For a splendid treatment during the day, first cleanse the face. Moisten a pad of absorbent cotton in water, then saturate with *Special Astringent*; with this pat and knead the facial muscles. Mould the *Astringent* pad over the cheeks, along the jaw-bone under the chin, over which firmly adjust the *Chin Strap*. This treatment will restore the vitality of flaccid muscles and lift and improve the contour. It is important to remove the *Astringent* pad within ten minutes and apply *Orange Skin Food* immediately. For a sensitive skin, apply *Orange Skin Food* before the *Astringent* pad. \$6.50.



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P.S.—*Chin Straps* may always be cleansed and made like new for a small charge if returned to the New York Salon of Elizabeth Arden.

**THE VENETIAN CHIN STRAP DE LUXE.** Downward lines from nose to mouth, a square contour, sagging under the chin, are signs of neglect. You can prevent them if you lift and strengthen the tissues by daily treatment followed by the use of an Arden *Chin Strap de Luxe*. Its use is absolutely essential to every woman past thirty, or after illness, strain or worry. It is beautifully made of flesh colored satin of the very finest quality, with an interlining of astringent herbs which aid in invigorating and restoring relaxed muscles. Because of this, no other astringent preparations should be applied or worn under the *Strap*.

The *Strap* is tailored to fit the cheeks and chin and to round out ugly irregular lines on the throat. It holds every muscle of the lower part of the face and neck in proper position. It should be tightly adjusted and worn each day for fifteen minutes. Wear the *Strap* during the night as a rest to tired muscles. Then do not adjust it as tightly as during the day. *Large, Medium, Small.* \$10.



*Arden Chin Strap de Luxe*

**THE ARDEN COMBINATION CHIN STRAP DE LUXE** is the same excellent chin strap with neck attachment. *Large, Medium, Small.* \$12.

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## VENETIAN FOREHEAD

**STRAP.** A smooth-fitting band, splendid to correct the habit of frowning and to erase wrinkles on the brow. After cleansing, pat in *Orange Skin Food*, adding a little *Muscle Oil* to fill out lines. Pat a great deal on the deep lines between the eyes, then follow



*Forehead Strap*

the line along the eyebrow to the corner of the eye; after which adjust the *Forehead Strap* tightly and leave on as long as possible. It will be found soothing and beneficial if left on overnight. \$3.

## For the Hands

**VENETIAN VELVA BATH.** A preparation quite different and delightful. It is a cream soap of jelly-like consistency that comes in a big chubby tube. Its use is wonderfully beneficial and beautifying to the skin. Use it in the bath and always for washing the hands. It heals chapping and roughness and keeps the skin smooth and satiny. The tube makes this a most convenient preparation to take traveling. Tube, \$1.50.

**VENETIAN VELVA LIQUID.** An exquisite lotion for the hands and body. A few drops, smoothed on the skin after bathing, prevent redness, roughness and chapping. Keep a bottle of this fragrant soothing liquid always nearby, and use it faithfully every time you wash the hands. It will keep them soft, smooth and white. *Velva Liquid* contains delicate oils that are entirely absorbed; does not leave the hands sticky and is excellent for moist hands. \$1, \$2.50.

**VENETIAN MILK OF ALMONDS.** A rich nourishing preparation, creamy and fragrant, a real beautifier for the hands, made from fresh almonds. Almond oil has been known for centuries as a natural cosmetic, but few modern prepara-



*A group of delightful Hand Preparations*

tions really contain pure almond oil. Elizabeth Arden has based the formula for this lotion on a fine old preparation made long before the days of adulteration, and it is a true "milk of almonds." Use it on the hands after washing to nourish, soften and whiten them. \$2.50.

**VENETIAN HAND CREAM.** A smooth lotion, fragrant and healing, to be rubbed into the hands after washing. It prevents redness and roughness, soothes chapping and dryness. Wash the hands with *June Geranium Soap*, then smooth them with *Hand Cream*, and they will be always velvety and beautiful. \$1.

**VENETIAN RETIRING GLOVES.** Well made, of softest rubber, carefully fitted and finished. At least once a week apply *Bleachine Cream* to the hands at bedtime, after washing

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with *June Geranium Soap*. Then draw on these *Retiring Gloves* and let the nourishment and bleach of the cream make the hands soft and white during the night. \$1.50.

**THE ARDEN SUPERBE MITS.** The best treatment for modeling and maintaining beautiful hands and arms. This glove is made of the finest medicated double texture cloth, elbow length, to be put on over an application of *Crème Glacier*. The cream is first heated and then applied quite warm, massaged well into the skin, tapering the fingers and wrists. When the cream is quite firm, draw on the *Mits*. The hands in this way are nourished and the skin made tight and firm; hardened cuticle is quickly renewed. This process bleaches and whitens the hands remarkably. Pair, \$7.50. If separate jar of cream is needed, it may be purchased for \$1.50.

**ENGLISH NAIL PASTE.** An exquisite cream that heals the cuticle, tints the nails, and imparts a lasting polish. 75c.

**FRENCH NAIL POLISH.** A splendid liquid polish, that flows on evenly, dries at once, and gives the nails a smooth smart lustre. Tinted a delicate pink. A wonderful waterproof polish that keeps the nails beautifully lustrous for several days. \$2.

### **For Lovely Arms**

Several preparations have already been mentioned which should be used to whiten and round the arms. *Bleachine Cream*, *Crème Glacier* and *Superbe Mits*, *Lille Lotion*, are all recommended for the arms. *Adona Cream*, described on page 43, will fatten the arms if they are too thin. *Reducing Soap* will reduce the arms and wrists.

### **Luxuries for the Bath**

**VENETIAN VELVA BATH, VELVA LIQUID and MILK OF ALMONDS** (described among the Preparations for the



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Hands), are also exquisite preparations for use in the bath and after bathing. They prevent redness, roughness and chapping of the skin and keep the body daintily smooth and white.

**VENETIAN VELVA BATH MITS.** Fabric bags filled with cleansing and fragrant cosmetic preparations, to rub the body in the bath and shower. \$3 a box 6.

**EAU DE NILE.** A new and delightful soap for the bath and the hands. Made of purest oils, it lathers freely and fragrantly, and leaves the skin fine and soft. A big chubby cake, green as the soft waters of the Nile. \$1 a cake. Three cakes in a box, \$3.

**JUNE GERANIUM BATHODOMES.** The finest imported bath soap, made exclusively for Elizabeth Arden. A big chubby cake, rosy pink, fragrant of rose geranium. Compounded of pure vegetable oils which dissolve into creamy, soapy lather and act as a perfect emollient, leaving the skin soft and white. 50c. the cake. \$3 a box of 6.

**JUNE GERANIUM MAGNUM.** A new giant cake for the bath. Fine imported soap of purest vegetable oils, rosy pink and fragrant of rose geranium. \$1 a cake. \$2 a box of 2 cakes.

**JUNE GERANIUM GUEST SOAP.** The same fine imported soap, of pure vegetable oils, rosy pink and fragrant of rose geranium, in miniature cakes, each cunningly wrapped, for your guest bathroom. Six cakes in a box, \$1.50.

**ARDEN JASMINE SOAP.** Soap of exquisite smoothness and purity, made in France exclusively for Elizabeth Arden. Three cakes in a jade-green box, which becomes a smart box for cigarettes or jewels when the contents are removed. \$3.75 a box of 3 cakes.

**ARDEN ALLAMANDA SOAP.** Another soap of the same fine quality, delightfully perfumed. In a lapis blue box. \$3.75 a box of 3 cakes.

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ARDEN AMBRE SOAP. A satiny-smooth, imported soap. Golden brown in color, and agreeably scented. 50c. the cake. Box of three cakes, \$1.50.

### Bath Salts

ROSE BATH SALTS. Rose-colored and rose-perfumed, a handful transforms hard water into a smooth exhilarating bath that leaves the skin soft and exquisitely perfumed. *Rose* crystals greatly increase the pleasure and invigorating effects of the bath. In glass jars, \$1.75, \$3, \$5.

RUSSIAN PINE BATH SALTS. Curative and refreshing, wonderful for rheumatism and muscular strain. Dash a handful in your bath; as you inhale the spicy fragrance of the pine forest, you will respond wonderfully to their stimulating and invigorating effect. In glass jars, \$1.75, \$3, \$5.

NIRVANA BATH SALTS. Warmed and melted in your bath, the luxurious perfume of this salt permeates the room and adds a delicious sense of pleasure to the tonic effects of the bath. In glass jars, \$1.75, \$3, \$5.

TRAVELLERS' BATH SALTS. Smart box, containing compressed cubes of bath salts, for 12 baths. *Rose, Russian Pine, Nirvana*. Per box, \$2.50.

### After the Bath

VENETIAN DUSTING POWDER. A delightful luxury, a smooth fine powder, pure, soft and lightly perfumed. Removes every trace of moisture, prevents chapping, cools the skin, so that you slip into your clothes feeling exquisitely refreshed from your bath. A large box, gaily flowered, with a big puff, \$3.

SNOWDRIFT TALCUM. The finest and smoothest talcum, made of pure imported talc. Delicately perfumed, exquisitely soft, the final touch of daintiness that makes a perfect bath. In a smart French flowered box. \$1.

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## For the Teeth

SAVON KENOTT. A dentifrice which in France is an old favorite among those fastidious people whose favor is accorded only to the most exquisite accessories. A dentifrice of scientific and efficient formula. It cleanses thoroughly and safely, makes the teeth white as pearls, preserves and restores their sparkling health. It strengthens and firms the gums, keeps them pink and vigorous. Known among smart people as "The Smoker's Dentifrice," for it banishes all odor of tobacco, purifies and refreshes the tissues of the mouth. Antiseptic, beneficial, modern. In cake form, in aluminum box, 75c. In tube, 60c.

## To Remove Superfluous Hair

VENETIAN ELECTRA ERADICATOR. Much more effective than the usual depilatory. A substance combined of tested materials for removing hair from the face. A single treatment banishes the offending hairs and weakens the roots. A few applications at intervals of several weeks will so devitalize the follicles that the strongest growth will soon become inconspicuous. If you have been discouraged by experimenting with useless depilatories, begin the treatment with *Electra Eradicator* and be free of ugly hairs on the face and arms. \$3.50.

VENETIAN DERMATEX DEPILATORY. A superior powder depilatory, excellent for use under the arms. Removes down or the coarsest hair, quickly and easily. Leaves the skin smooth and cool. \$1, \$2.

## Home Course in Skin Treatment

Many clients of the Elizabeth Arden Salon take a Demonstration Treatment to learn how to continue the correct and scientific care of the skin at home. This instruction may be had by mail in the *Muscle-Strapping Skin-Toning Course*. The

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lessons of the course are outlined to fill your individual requirements, as stated in your reports to Miss Arden. You are instructed in the correct choice and use of those Preparations suited to your personal needs. You are taught how to pat and mould along the lines of the muscles to lift and firm the contours. Write to Miss Arden about this important Course.

### **Home Course in Body Culture**

Happy normal living, correct exercise, balanced foods, the elimination of poisons—these are the fundamental methods for health and a figure with smooth young lines. Elizabeth Arden has developed through years of study and experience the surest and soundest method to rouse your whole system to health, to proportion the body, to reduce or add to your weight. If you would like to know about the *Elizabeth Arden Home Course*, write for the interesting booklet, "*Your Masterpiece—Yourself*." It describes in a delightfully intimate way the simple lessons of the *Home Course* and outlines the wonderful results to be obtained. Each of the lessons of the *Home Course* is prescribed for your individual case. You make your reports each week to Elizabeth Arden, and she takes personal interest in your progress.

### **The Elizabeth Arden Records for Health and Beauty**

In addition to the *Home Course*, Elizabeth Arden has developed a splendid series of *Exercises for Health and Beauty* which are given with the greatest benefit to many clients in her Salon. The most important and effective exercises are also to be had in record form. They are three double-faced records, giving six series of exercises in dramatic and inspiring form, with music and clear commands. The portfolio containing the records includes photographs and instructions for the exercises, a weight and measurement chart, and a diet form. Price for set of records, \$12. Write and ask about them.

To supplement the benefits of the physiological work, and



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to aid in obtaining prompt results, Elizabeth Arden has formulated these important preparations:

### **To Reduce or Fatten**

**ADONA CREAM.** As one approaches middle age one's throat usually becomes either too fat or too thin and the breasts flabby. You must feed a thin neck to get back the round firm "column" look of youth. *Adona Cream* is a deep tissue builder, rich in fat-producing qualities. It should be used generously on thin neck, shoulders and bust, and scraggy throat. Apply every day, with a firm rotary movement, massaged well into the thin parts for at least ten minutes. It is more beneficial when used at night, as it is absorbed by the skin during sleep. Four sizes, \$1.50, \$2.50, \$3.50 and \$6.50.

**AMIRAL REDUCING SOAP.** The preparation of a famous French chemist. Formulated on scientific principles of ingredients known to break down fatty tissue. Reduces only that portion to which it is applied. Its use is agreeable and efficacious. Splendid for reducing double chin, thick ankles, wrists, hands, waistline, or any part. Special directions with each cake. \$1.50.

**ARDENA SPECIAL REDUCINE LOTION.** Excellent to use instead of the *Reducing Soap* if you prefer a lotion. Removes superfluous fatty tissue from upper arms, shoulders, hips and abdomen, where it is applied with the palm of the hand. To reduce a double chin it is effectively applied with the *Arden Patter*. \$5.

## Elizabeth Arden's Beauty Boxes

Happy results — smooth skin, firm contours, pinkness, sparkle, youth—can only be had by caring faithfully for the skin. To make this convenient Elizabeth Arden has created her attractive Beauty Boxes.



*Arden Travel Case. In black cobra leather, \$75.*

*In tan suede alligator, \$85.*

The largest of these is pictured above. It contains a complete set of the essential Venetian Toilet Preparations, as well as a comb, brush, tooth brush, sewing case, manicure articles, and other accessories of the *toilette*. The case is of handsome black

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leather with a gilt lock. In black cobra leather, \$75. The same case may be had in tan suede alligator. In this, the mirror is lighted by a tiny electric light bulb. \$85. A variation of this same case contains imported glass bottles, fluted with fine gold stripes, and with pink or blue enamel or gold metal tops. \$100.



*Elizabeth Arden's Newest Travel Case  
with smart aluminum containers, \$100.*

In the clever new case shown above, Elizabeth Arden's famous creams and lotions are offered in specially constructed aluminum containers. As the aluminum is of light weight and non-breakable, and the containers are designed to hold unusually generous quantities, this makes a perfect travel kit.

In the cunningly devised trays, all of the precious small accessories of Beauty are packed. The price of this box completely filled with your favorite preparations is \$100.

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This Arden Travel Case is of black morocco grain, to match the smartest luggage, and has a gilt lock and key. The ingenious arrangement of the contents is shown in the photo-



*New Arden Travel Case, \$30.*

graph. The case contains *Venetian Cleansing Cream*, *Ardena Velva Cream*, *Venetian Orange Skin Food*, *Venetian Pore Cream*, *Venetian Ardena Skin Tonic*, *Venetian Special Astringent*, *Venetian Lille Lotion*, *Venetian Eye Lotion*, *Venetian Flower Powder*, *Venetian Cleansing Tissues*, tooth brush and box of *Dentifrice*. \$30.

**BOUDOIR BEAUTY BOX.** What luxury, in some far away hotel, in a bare stateroom or Pullman drawing-room, to have this Beauty Box full of the necessities and beloved vanities made by Elizabeth Arden! There are *Cleansing Cream*, *Skin Tonic*, *Muscle Oil*, *Velva Cream*, *Pore Cream* and *Special Astringent*, for the night and morning treatment of the skin;



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*Amoretta Cream.* and *Lille Lotion*, those important protective Preparations; *Hand Cream*; the several Eye Preparations which are so useful when you travel by dusty rail or motor;



*Boudoir Beauty Box, perfect for your dressing table  
or a month's travel, \$18.*

besides *Powder, Rouge, Lip Paste* and *Tissues*. \$18. (A leather case to enclose it can be furnished, \$25 additional.)

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BIJOU BEAUTY BOX. "The box of indispensables," this one might be called, for it contains just those important Preparations which you must use every day in the correct care



*Bijou, for a small vanity table or a motor trunk, \$14.*

of the skin, with those finishing touches which add so immeasurably to your appearance. *Cleansing Cream, Skin Tonic, Muscle Oil, Velva Cream, Amoretta Cream, Lille Lotion, Powder, Rose Color, Eyebrow Brush and Pencil and Tissues* for wiping the face. \$14.

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WEEK-END BEAUTY BOX. The smallest Elizabeth Arden Box, ready to be tucked into an overnight bag. Do not neglect your skin-care for a single day. Especially when you are visit-



*Week-End, for the small travel bag, \$3.85.*

ing, and want to look your best, you will need the several Preparations contained in this convenient Box. *Cleansing Cream, Skin Tonic, Velva Cream, Pore Cream*, and sample quantities of *Muscle Oil, Lille Lotion, Poudre d'Illusion, Rose Color* and *Tissues*. \$3.85.

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ELIZABETH ARDEN'S  
*Venetian Toilet Preparations*  
*are on sale*  
*at smart shops all over the world*



If you do not find the Elizabeth Arden Preparations at your favorite store, write to Elizabeth Arden, at 673 Fifth Avenue, New York, and she will tell you the name and address of the shop nearest you where her Preparations may be purchased.

If Elizabeth Arden has no agents conveniently near you, she will fill your needs by mail until arrangements can be made to place the Arden Venetian Preparations on sale at some shop in your town. Directions for mail orders on opposite page.



## When You Write Your Order

Never send cash or stamps in your letter. Please always send a check or post office money order made out to Elizabeth Arden, 673 Fifth Avenue, New York. If the amount of your order is less than ten dollars, include postage at the rate given below. If you neglect to do this, the order will be sent collect. On orders amounting to more than ten dollars all carriage charges are prepaid. Shipments out of the United States are not prepaid.

### POSTAGE RATES

Add These Amounts to the Sum Enclosed for Preparations

			<i>For one preparation</i>	<i>For each additional preparation</i>	
STATE	Cents	Cents	STATE	Cents	Cents
Alabama.....	19	7	Nevada.....	29	12
Arkansas.....	29	12	New Hampshire	16	5
Arizona.....	22	9	New Jersey...	14	4
California.....	29	12	New Mexico..	24	10
Colorado.....	24	10	New York.....	13	4
Connecticut...	14	4	North Carolina	17	6
Delaware.....	14	4	North Dakota..	24	10
Florida.....	22	9	Ohio.....	17	6
Georgia.....	19	7	Oklahoma.....	22	9
Idaho.....	29	12	Oregon.....	29	12
Illinois.....	19	7	Pennsylvania..	17	6
Indiana.....	19	7	Rhode Island..	16	5
Iowa.....	22	9	South Carolina	19	7
Kansas.....	22	9	South Dakota..	22	9
Kentucky.....	19	7	Tennessee.....	19	7
Louisiana.....	22	9	Texas.....	24	10
Maine.....	17	6	Utah.....	29	12
Maryland.....	16	5	Vermont.....	16	5
Massachusetts.	16	5	Virginia.....	17	6
Michigan.....	17	6	Washington...	29	12
Mississippi....	22	9	West Virginia.	17	6
Missouri.....	22	9	Wisconsin.....	19	7
Minnesota.....	22	9	Wyoming.....	24	10
Montana.....	29	12	Porto Rico....	29	12
Nebraska.....	22	9	Alaska.....	29	12
			Foreign.....	34	12

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PALM BEACH: 2 Via Parigi

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SOUTHAMPTON: Job's Lane



